



The Open University of Sri Lanka
Faculty of Engineering technology
Department of Agricultural & Plantation Engineering
AGM4363 Agricultural Marketing

SECTION II: Answer any four (04) Questions. All questions carry equal marks.

1.
 - i. Describe the term '**marketing channel**' (05marks).
 - ii. Describe **two (2) physical functions** involved in fruit & vegetable marketing (10 Marks).
 - iii. Discuss the importance of '**facilitative functions**' in Fruit & vegetable marketing (10 marks).
2.
 - i. Define the term '**market segmentation**' (05 Marks).
 - ii. Outline the steps in the process of market segmentation (05 marks).
 - iii. Discuss the following approaches to market segmentation (15 marks)
 - a. Analysis of customer behaviour/responses
 - b. Analysis of customer characteristics/ attributes
3.
 - i. Briefly explain the following strategies used in grain marketing (10 marks).
 - a. Routine strategies
 - b. Systematic strategies
 - ii. '**Storage & transport facilities may vary according to the type of commodity**'.
Comment on the above statement in relation to grain products and dairy products (15 marks).
4. Write short notes on **five (5)** of the following (5 marks each).
 - (i) Sales promotion
 - (ii) Market information.
 - (iii) Agricultural Exports
 - (iv) Food retailers.
 - (v) Product diversification.
 - (vi) Direct marketing methods.
5.
 - i. Briefly explain the meaning of 'equilibrium price' using demand & supply curves (05 marks)
 - ii. Describe the difference between '**marketable surplus**' and '**marketed surplus**' (10 marks)
 - iii. Discuss the importance of price fixing in agricultural marketing (10 marks).
6. '**Buying patterns of consumers are influenced by the socio-economic conditions**'.
Comment on the above statement considering food marketing systems in Sri Lanka (25 marks)

